

TAPA – The Americas  
Direction



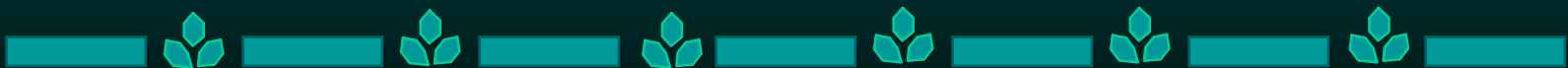
TAPA – San Jose, CA

February 2006

Bob Bullington, Chair

# Joe Baker & ICSC

- Joe Baker has retired from ISCS and is looking for a paid position with TAPA
  - List Positives
  - List Negatives
  - Vote



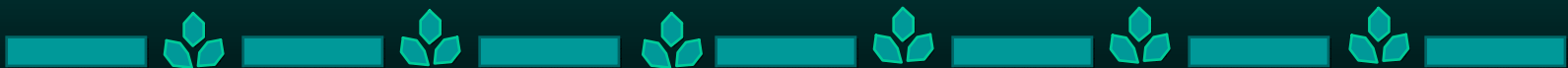
# Strengths

- ISCS
  - Strong US Government alignment
  - Training Partnership with GMATS (USMMA)
  - Loss Bulletins
  - Domestic Networking (ATA, etc...)



# Strengths

- TAPA
  - Global footprint
  - Published Standards / Best Practices
  - Working Groups
  - IIS (Data Mining)
  - Strong US Government partnership (CTPAT)



# Our Weaknesses?

- Regarded as Industry Exclusive
- No formalized training schedule or process
- Poor communicators
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# Opportunities for Improvement

- Expand membership
  - Who? When? How?
- Training
  - Who? When? How?
- Communicate
  - Who? When? How?

**HOW DO WE MEASURE SUCCESS?**

